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Filing date: **06/09/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91179090
Party	Defendant SIMPLYWELL, LLC
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Submission	Motion to Amend Application
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Signature	/Christopher M. Bikus/
Date	06/09/2009
Attachments	SIMPLYQUIT - MOTION TO AMEND GOODS.6.9.09.pdf (2 pages)(83890 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of Application Serial No. 77/090,694
Published in the Official Gazette of August 7, 2007

ELGO, INC.)	
)	Opposition No. 91179090
Opposer,)	
)	Mark: SIMPLYQUIT
v.)	
)	
SIMPLYWELL, LLC)	
)	
Applicant.)	
)	

MOTION TO AMEND APPLICATION

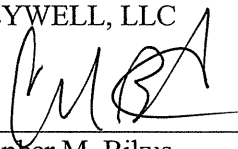
Applicant Simplywell, LLC ("Applicant") hereby requests that Application Serial No. 77/090,694 ("Application") be amended to delete the previously submitted recitation of goods in its entirety and replace it with the following: *counseling in the field of smoking cessation offered through employer sponsored wellness plans* in International Class 44.

Respectfully submitted,

SIMPLYWELL, LLC

Date: June 9, 2009

By: _____


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CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this correspondence is being filed with the United States Patent and Trademark Office via the Electronic System for Trademark Trials and Appeals on June 9, 2009.

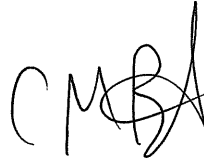


Christopher M. Bikus

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the MOTION TO AMEND APPLICATION was mailed first class, postage prepaid to following address on this 9 day of June, 2009:

Cynthia R. Moore
794 Los Robles Avenue
Palo Alto, CA 94306



Christopher M. Bikus